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SAME TIME HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 451)

POSITIVE PROFIT ALERT

There may be a substantial increase in the profit of the Group for the six months ended 30 September 2010 as compared to the last corresponding period.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Same Time Holdings Limited (the “Company”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the management accounts of the Company and its subsidiaries (collectively, the “Group”) and information currently available to the Company, there may be a substantial increase in the profit of the Group for the six months ended 30 September 2010 as compared to the last corresponding period as a result of, inter alia, an increase in sales resulted from the gradual recovery of the global economy, the increase in customer base and the enhancement in production capacity of the Group after commencement of production in the factory in Jiangxi.

The information contained in this announcement is based only on the preliminary assessment of the management accounts of the Group and such information has not been audited or reviewed by the auditor of the Company. As the Company is still in the process of finalizing the Group’s interim results for the six months ended 30 September 2010, the total impact on the profit of the Group cannot be ascertained at the moment. Investors are advised to read carefully the unaudited interim results announcement of the Company for the six months ended 30 September 2010 which is expected to be published by the end of November 2010.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Same Time Holdings Limited
Yip Sum Yin
Chairman

Hong Kong, 9 November 2010

As at the date of this announcement, the executive directors of the Company are Mr. Yip Sum Yin, Madam Yu Hung Min and Madam Yu Pei Yi; and the independent non-executive directors of the Company are Mr. Lai Wing Leung, Peter, Mr. Lam Kwok Cheong and Madam Lee Mei Ling.